

BONNIER  
Publications

# ★ MILITÄR ★ HISTORIA

## Media kit 2023



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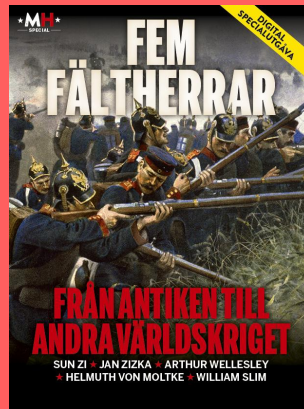
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**Militär Historia take your interests in war and conflicts seriously. Learn about everything from decisive battles to specific tanks models. Tactics and techniques are in focus.**

We create in-depth articles, personal portraits, news and tips on sites of military historical interest. We also dig up unique testimonies from those who were involved when it happened. All articles are richly illustrated with photographs and graphics.







40.785

Newsletter subscribers



3.764

Facebook likes



# Digital users

## Facebook

89%

male

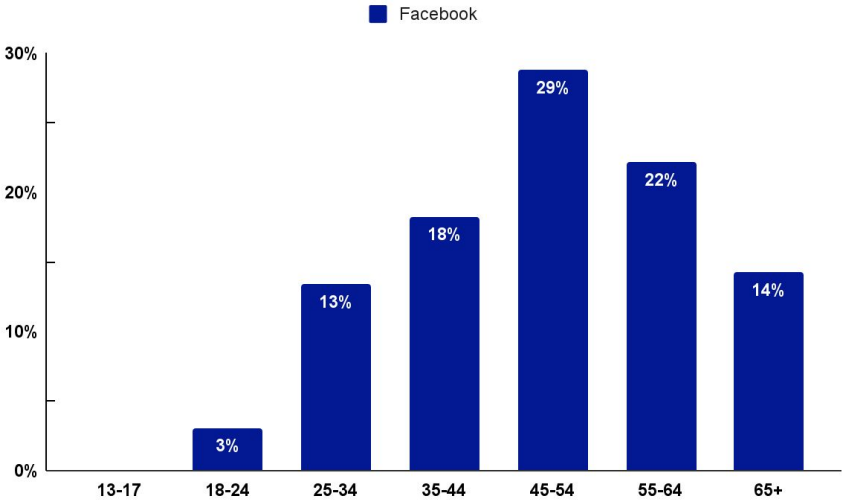


11%

female



## Age





# **Editorial schedules, rate cards and formats**

# January – March 2023

| No. | Publishing date | Week | Deadline   | Theme  |
|-----|-----------------|------|------------|--|
| 2   | 17/1/2023       | 3    | 16/12/2022 | Hobart's Funnies – The odd armoured vehicle on D-Day |
| 3   | 14/02/2023      | 7    | 17/01/2023 | The Crimean War                                      |
| 4   | 14/03/2023      | 11   | 14/02/2023 | Operation Rösselsprung – Waffen SS against Tito      |

# Print Advertising rate card

| Product    | Pricing in SEK* |
|------------|-----------------|
| 2/1 page   | 39.000          |
| 1/1 page   | 15.400          |
| ½ page     | 8.200           |
| Back cover | 19.000          |
| 1/4 page   | 4.650           |

\*Gross prices only

\*\*In addition, production cost



# Print formats

| Product           | Format   |
|-------------------|----------|
| 2/1 page          | 410x276  |
| 1/1 page          | 205x276  |
| Vertical ½ page   | 88x250,6 |
| Horizontal ½ page | 180x120  |

| Product                 | Format  |
|-------------------------|---------|
| 1/4 page                | 88x120  |
| 2/1 page Native Article | 205x276 |
| 1/1 page Native Article | 205x276 |

See visualizations and ad  
specifications further below

# Digital Advertising rate card

| Desktop         | Pricing in SEK* |
|-----------------|-----------------|
| Standard banner | CPM 200         |

| Newsletter        | Pricing in SEK* |
|-------------------|-----------------|
| Newsletter banner | CPM 200-300     |

| Mobile/tablet | Pricing in SEK* |
|---------------|-----------------|
| Mobile banner | CPM 200         |
| Tablet banner | CPM 200         |

\*Gross prices only

# Digital formats

| Desktop         | Format                      |
|-----------------|-----------------------------|
| Standard banner | 980x120 / 980x240 / 980x300 |

| Newsletter        | Format  |
|-------------------|---------|
| Newsletter banner | 620x300 |

| Mobile/tablet | Format          |
|---------------|-----------------|
| Mobile banner | 320x320/300x250 |
| Tablet banner | 728x90          |

See visualizations and ad specifications further below

# NTA

## Advertising rate card

| Product        | Pricing in SEK*     |
|----------------|---------------------|
| Native Article | Contact for price** |
| Facebook boost | Contact for price** |
| Newsletter     | Contact for price** |

\* Gross prices only

\*\*Contact local office for prices  
- Contact information further  
below



# NTA\* formats

| Product        | Format  |
|----------------|---|
| Native Article | Ad as an online article.                                |
| Facebook boost | The native article is posted on Facebook with boost     |
| Newsletter     | The native article is included in editorial newsletters |

\*Non traditional  
advertising

# We are here to help you

Contact our team if you have any questions about media sales or visit Ocast.

Try our FAQ page, if you need support on how to upload ad material, technical guidance etc.

[\*\*GO TO OCAST\*\*](#)

[\*\*GO TO FAQ\*\*](#)



**SOPHIE ANDERSON**

Sales Contact  
[sophie@adsales.se](mailto:sophie@adsales.se)



**ROGER VON BONSDORFF**

Managing Editor - Militär Historia  
[roger.von.bonsdorff@bonnier.dk](mailto:roger.von.bonsdorff@bonnier.dk)



**CAMILLA BRO RASMUSSEN**

Advertising Material  
[camilla.bro@bonnier.dk](mailto:camilla.bro@bonnier.dk)



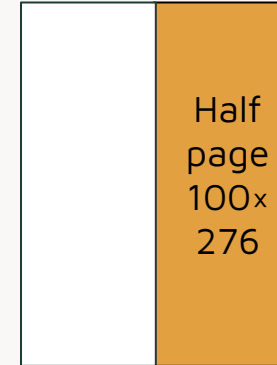
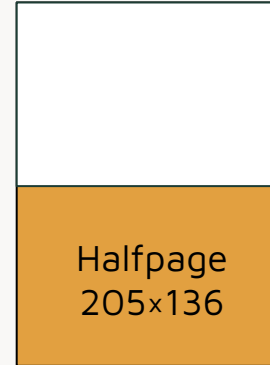
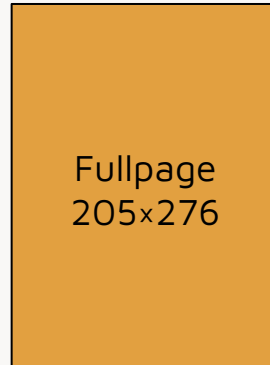
**SIEBREN OOSTWOUD**

Head of Ad Operations & Programmatic  
[siebren.oostwoud@bonnier.dk](mailto:siebren.oostwoud@bonnier.dk)

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

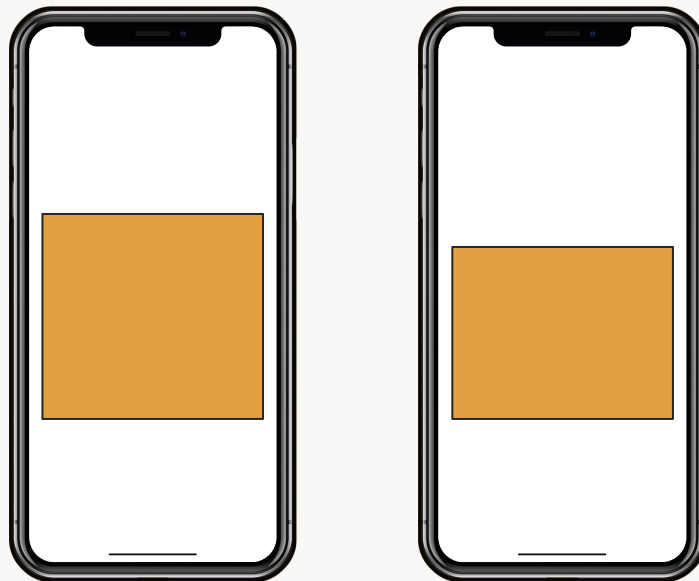
See details about pricing above



# Mobile standard banners

## Specifications:

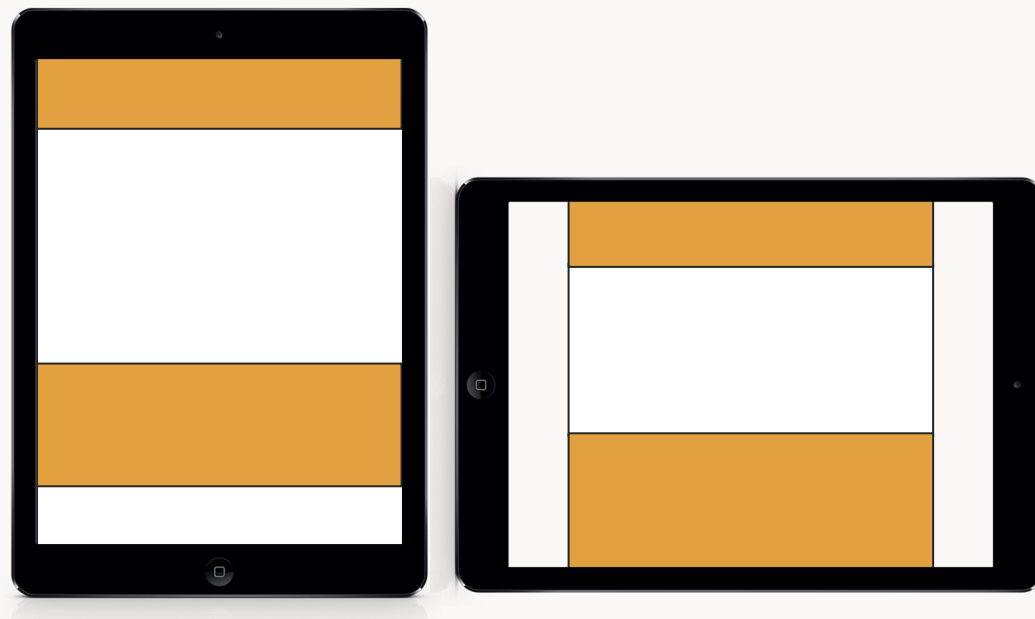
HTML5 banner  
JPG / PNG / GIF  
3rd party tag  
Max 150 KB



# Tablet banner

## Specifications:

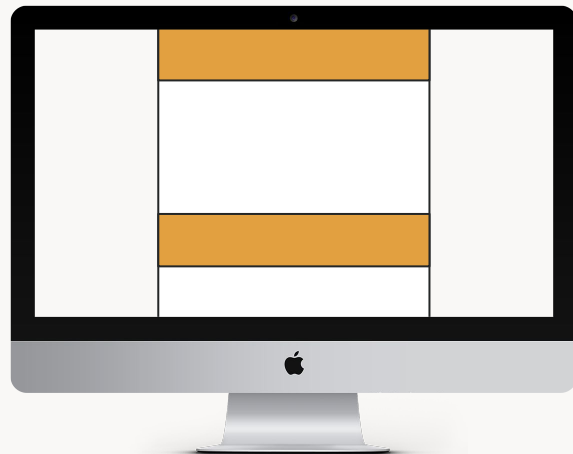
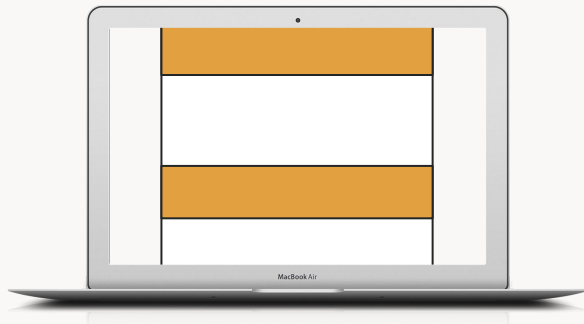
HTML5 banner  
JPG / PNG / GIF  
3rd party tag  
Max 150 KB



# Desktop standard banner

## Specifications:

HTML5 banner  
JPG / PNG / GIF  
3rd party tag  
Max 150 KB



# Newsletter

## Specifications:

JPG / PNG / GIF

Max 150KB

